

MICHIGAN TOBACCO REDUCTION COALITION NEWSLETTER

Tobacco Coalition Coordinators Meet In East Lansing

Michigan Tobacco Reduction Coalition Coordinators met at the East Lansing Holiday Inn on June 13th, to share program/action information. Special guest was Tom Novotny, M.D., Project Consultant for the Center for Disease Control-Rockville, MD. Dr. Novotny highlighted national tobacco-reduction efforts, and commended the coalition movement in Michigan. An invitation to attend was also extended to similar groups in Michigan including People Against Smoking (PATS), the Coalition Against Billboard Advertising of Alcohol and Tobacco (CABAAT), and Smokebusters 2,000. Updates from this meeting can be found throughout this issue. Coalition Coordinators are pictured below and Michigan Department of Public Health-Cancer and Tobacco Unit staff are pictured on page four.



Pictured left to right: Marv Bauman-CMHD, Catherine Brauer-PATS, Colleen Burzynski-SMART, Sharon Boczkaja-DHD#5, Kim Singh-MMHD, Helen Lee-CMHD, George Sedlacek-Marquette County Tobacco or Health Community Coalition, Barb Muller-Washtenaw Co. Smokebusters 2000, Anne L. Drabczyk-SAFE, Dale Ertzinger-Muskegon Area Coalition for a Smokefree Environment, Kerry Daniels M-CAT, Bev Solik-Clinton County Coalition for Tobacco Reduction, Amy Barco- Gratiot County Coalition for a Tobacco-free Society. Photo courtesy of Dale Ertzinger.

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Nationwide Tobacco Reduction Projects

Smoking Cessation Among Older Adults

In December 1989 the American Association of Retired Persons (AARP) convened a Task Force on Smoking Cessation Among Older Adults. Part of its proposed health promotion initiative is to increase the number of older adults who successfully quit smoking and remain smoke-free. For more information, write:

The National Resource Center on Health Promotion & Aging AARP
1909 K Street NW, 5th Floor
Washington DC 20049

Behaviors, Attitudes, Beliefs, and Intentions of a Group Of Low-Income Women Regarding Smoking and Smoking Cessation

In February 1990, a survey was conducted of 133 pregnant women at a WIC clinic in Holyoke MA. Results of this research provide information and can be used to design programs for this target population. For more information, write:

Division of Health Education
University of Massachusetts
Amherst MA 01003

"No Ifs, Ands, or Butts"

This innovative awareness campaign in which fifth graders in western Massachusetts pledged to never smoke or use smokeless tobacco, was a real success. It was designed to reinforce skills, knowledge, and attitudes which have been developed through ongoing smoking education programs in the schools. For more information, write:

Western Regional Health Promotion Council Department of Health
Western Massachusetts Office
23 Service Ctr.
Northampton MA 01060

Tobacco Reduction Efforts Around Michigan

Ottawa County Smokefree Ordinance Patricia Rehfield, D.O. (616) 396-5266

The Final phase in period for the Ottawa County Smokefree Environment ordinance occurred July 1, 1990. The last county properties to comply were the jail facility, residential group homes, work release facility, Community Haven, and all county-owned vehicles.

People Against Tobacco Smoke (PATS) Catherine Brauer, Coordinator (313) 852-PATS

At the recent Coalition Coordinators meeting, Catherine provided a brief history of PATS, which was founded in 1985. Their current membership is approximately 108, and is statewide. They recently had a Detroit News reporter publish a guide to smokefree restaurants in the metro-Detroit area. For more information, Write P.O. Box 214294, Auburn Hills MI 48231

Washtenaw County Smokebusters 2,000 Barb Muller, Coordinator (313) 971-4582

A historical perspective of projects accomplished by the coalition were shared at the Coordinators meeting: pamphlet of countywide cessation programs, formation of Smokers Anonymous Support Group, educational booth at the Ann Arbor Art Fair, and a Task Force to pass a local ordinance for smokefree public places including shared living areas of rental units. Barb also distributed their business card which has Quit Tips on one side and the Smokebusters 2,000 number on the reverse.

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**SAFE Coalition
of Kent County
Anne L. Drabczyk,
Coordinator
616/774-3806**



Based on the recent Opinion Card project, citizens of Kent County noted a few comments about eating out. A seat in the non-smoking section is requested by 80% of restaurant patrons, and 59% would not wait beyond 5 minutes, if one was not available. **The dining public must make an effort to let restaurant managers know what their needs are.** An overwhelming 81% of those polled favored non-smoking lobbies, and given the hazards of secondhand smoke, it is a great idea. Owners should take note that customers would not mind waiting a bit longer for a seat if they could do so in a non-toxic zone. SAFE will publish the results of their two-phase project in a news release. A follow-up letter will also be sent to restaurants surveyed, as we continue to work toward increased non-smoking area seating.



**Colleen Burzynski, Coordinator
313/257-3107**

SMART has lined up a busy schedule for this Fall with many projects focused on the schools. An informational refrigerator magnet will be produced for high school students and a poster contest is slated for fifth graders. The group will also be working with the Student Senate of Mott Community College (Flint) to develop model proposals for improved designated non-smoking areas on campus.

**Muskegon Area Coalition
for a Smokefree Environment
Dale T. Ertzinger, Coordinator
(616) 724-6350**

Phillip Morris recently provided a \$10,000 sponsorship for the 'Lumbertown Festival,' a long standing Muskegon summer event. In return, the "Marlboro Man" was present in force throughout the festival, giving out free cigarette samples, coupons, and similar promotions. In response, the Coalition prepared an educational campaign and established an informal monitoring of sampling to minors. A flyer was designed which cited information about the Youth Tobacco Act on one Side, and a mission statement of the coalitions purpose on the reverse side. A request for assistance from the public in monitoring tobacco industry activities, was also included. The Coalition will repeat this effort at the 'Shoreline Spectacular' event, slated for Labor Day weekend.

**CABAAT
Kadesa McGowen,
(313) 965-1866**

The Coalition Against Billboard Advertising of Alcohol and Tobacco (CABAAT) was founded by Wayne County Commissioner Alberta Tinsley-Williams in December 1988. A Detroit City Council investigation of the proliferation of alcohol and tobacco billboards, documented that 52% of the 4,144 billboards in Detroit advertise alcohol or tobacco products." Kadesa McGowen, a CABAAT Outreach Worker, presented an overview of the organizations goals at the Coalition Coordinators meeting. Excerpts from their 'Meaning of the Message' Workshop were presented. The workshop delivered in over 150 classrooms throughout the metro Detroit area, teaches students how to read billboards for hidden messages from the tobacco/alcohol industry, and how to choose healthy lifestyles instead. For more information write: CABAAT, 65 Cadillac Square, Ste. 3200, Detroit, MI 48226.

Kudos For Marquette County!

For their efforts to reduce the use of addictive tobacco products Marquette County Tobacco or Health Coalition recieved recognition from the Michigan Department of Public Health (MDPH) during a June 15th awards ceremony. Raj Weiner MDPH Director, noted that the Coalition's efforts in tobacco control programming, is a model for communities across the state. The Coalition was established in 1987 by the Marquette County Health Department as part of a statewide anti-tobacco network. Since its inception, the Coalition has developed innovative programs which have received nationwide recognition from the American Cancer Society, U.P. Public Health Association and similar groups.

Contact either George Sedlacek or Nancy Quaerna-Varline at (906) 475-7848. They would be happy to share success strategies with you.

MDPH-Cancer and Tobacco Unit Staff at the Coalition Coordinators Meeting



Pictured left to right Dawn Spittler, Paulette Valliere, Andrea Poniers, Mikelle Whitt, Carol Callaghan, Mignonne Radja, Tom Novotny, Project Consultant, Center for Disease Control, Rockville MD
Photo courtesy of Dale Ertzinger

Tobacco-Free Michigan Action Coalition

Throughout 1989, a wide variety of concerned professionals from the health care, educational, legislative, and business arenas, came together as a task force to draft the 'Tobacco Free Michigan 2000 Report.' The release of this report in January 1990 brought with it a strong commitment from the Michigan Department of Public Health to aggressively pursue the task force's recommendations for significantly reducing the use of tobacco in our state.

At a premier meeting on June 26th, the Tobacco-Free Michigan Action Coalition came together to plan implementation of the goals set forth in the task force report. The word "action" was purposefully included in the name of this group, in order to emphasize the task at hand.

Two 'issue groups' were formed to strengthen the Clean Indoor Air Act, and pursue Youth Tobacco Use Reduction. The following objectives for each issue group were proposed:

Clean Indoor Air:

- Expand and strengthen the Michigan Clean Indoor Air Act to the private sector.
- Enhanced non-smoking areas in restaurants.
- Tobacco-free health care facilities.

Youth Tobacco Use Reduction:

- Increased tobacco excise tax.
- Licensing of tobacco vendors.

Andrea Poniers, a Consultant with the Cancer and Tobacco Unit, Center for Health Promotion, will serve as staff support as the Tobacco-Free Michigan Action Coalition progresses. We will report on the efforts of the group as they gear up for policy and legislative activities toward a "Tobacco-Free Michigan 2000".

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**Chippewa County Tobacco Coalition
Becky Steele and Michelle Ribant,
Co-Coordinators
(906) 635-1566**



On June 4th, The Evening News, a daily newspaper serving a population of 29,000 in Chippewa County, had headlines reading "Study: Minors Easily Get Illegal Smokes." What followed were the revealing results of the Student Tobacco Use Survey, conducted by the Chippewa County Tobacco Coalition in Sault Ste. Marie.

Over 1,400 adolescents, representing grades seven through twelve, voluntarily participated in the confidential survey, answering questions relating to their current tobacco use and the methods by which they obtain their tobacco products. Fifty percent had one or both parents who smoke, although 80% felt their parent's smoking had no influence on their choice to smoke or to not smoke. Overwhelming responses were positive for initiating smoke-free school policies and smoking cessation clinics for fellow students who had indicated a desire to quit smoking. Over 85% felt knowledgeable of the health dangers of tobacco and the harmful threat of "second-hand" smoke.

Of those polled, 60% of the 7th-12th graders have had the opportunity to try smoking or chewing tobacco. Surprisingly, as much as half, or 30% this number, could be considered "regular" smokers, with the highest tobacco use shown among 17-year olds.

The discovery the 34% that underage smokers obtained their tobacco products illegally over-the-counter was "shocking" according to Michelle Ribant, Registered Sanitarian for the Chippewa County Health Department and Co-Coordinator for the Tobacco Coalition. "It indicates the Youth Tobacco Act is not working," she said.

The Coalition's next step, is to use the survey results to support a tobacco licensing and restriction ordinance similar to Marquette education awareness materials on the Youth Tobacco Act will be distributed to tobacco retailers within the county.

For a copy of the student survey and a teacher's packet with directions for use, contact Michelle or Becky.

For More Tobacco-Reduction Information - Where to Write

Many of our readers have requested the address of national tobacco reduction projects. Some of these groups produce newsletters, have model programs, or similar resources. Please forward contacts we have not yet listed, so we may continue our networking. Thank you, the Editor

Stop Teenage Addicton to Tobacco (STAT)
121 Lyman ST, Ste. 210
Springfield, MA 01103
(413) 732-STAT

* Produce an outstanding resource, the
Tobacco and Youth Reporter

Minnesota Coalition for a
Smokefree Society 2,000
2221 University Ave SE, Ste. 400
Minneapolis, MN 55414
(612) 378-0902
*Publish: Countdown

American for Nonsmokers Rights
2054 University Ave, Ste. 500
Berkeley, CA 94704
(415) 841-3032
*Publish: ANR Update

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Coalition members may wish to support statewide organizations in their tobacco reduction efforts by participating in activities like the 'Bicycle Around Michigan Trek'. See details below...

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Coalition Coordinators,
Contributing Reporters

Anne L. Drabczyk, MPH, CHES
Newsletter Editor

**Deadline for the Sept/Oct
Issue is Aug 17th, 1990**

Please Phone (616) 774-3806 if you have
any questions or comments. Thank-you!

Kent County Health Department
700 Fuller Avenue, N.E.
Grand Rapids, Michigan 49503



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